



The City of Fredericksburg, Virginia

Invites you to apply for
the position of

Director of Parks, Recreation and Public Facilities

Community Profile

The City of Fredericksburg, Virginia, located on the banks of the Rappahannock River, is a progressive community with a rich Colonial and Civil War history. In recent years the City has become a destination point for visitors' intent upon enjoying a historic and well preserved small town rich in the history of the American Revolution and the Civil War with an estimate of more than 250,000 visitors annually at the City's Visitor Center and over 1.5 million visitors per year to the City and surrounding region. Fredericksburg is home to several museums, national historic sites and presidential homes. The City has recently seen significant commercial growth in its western quadrant and has become a major retail center for the rapidly growing Rappahannock region of Virginia. Strategically positioned approximately half way between Washington, D.C. and Richmond, Virginia, Fredericksburg is bisected by I-95, which provides excellent access to the north and to the south. The City is also served by commuter rail, which provides an attractive alternative for those traveling into the Nation's Capital.



The City (population 24,213) was incorporated as an independent City in 1782 and operates under the Council-Manager form of government. The Mayor and six members of Council are elected for four year, staggered terms with the Mayor and two Council members elected on an at-large basis and four members elected by Ward. The City's general government has approximately 440 full-time employees with a General Fund Budget of \$86.5 million. The City Manager, Clerk to the Council and City Attorney are directly appointed by and serve at the will and pleasure of the Council.

The City of Fredericksburg is an independent City under Virginia law, and provides a full range of governmental services to its citizens. In addition to general government services and public safety services, the City provides street maintenance, solid waste collection, water, wastewater, bus transportation, and a variety of other services. The City is the largest source of funding for the Fredericksburg City Public School system, and participates as a full partner in a regional jail, regional landfill, and a regional library. The City's Parks, Recreation, and Public Facilities Department provides both direct parks and recreation services to citizens, and also supports the mission of other departments through the maintenance of public facilities.

Population Growth and Business Climate

According to the latest figures from the U.S. Census, the City of Fredericksburg is located in the heart of one of the fastest growing regions in the State. The City has experienced a growth rate of 26% since the 2000 Census, easily surpassing the statewide overall rate of growth of 13%. The City's steady growth in population reflects the attractiveness of the City's location and the strength of the regional economy.



Quality healthcare is key to the City and to the Region and Mary Washington Healthcare, a locally owned, not-for-profit organization governed by its community members, provides comprehensive health care through all stages of life. It is committed to providing the Region with the highest quality medical care. Today, the Health System includes over 18 facilities and programs, and offers a wide range of health care



and wellness services. Mary Washington Hospital, one of Virginia's leading regional hospitals, is the cornerstone of Mary Washington Healthcare. The Hospital is a full service facility with over 45 medical specialties and is located on the Mary Washington Hospital Medical Campus in Fredericksburg where it has expanded to 437 beds and contains a Level II

trauma center. The Hospital is the City's top employer with over 3,500 of its almost 5,000 staff members employed at the Hospital and other facilities in the City of Fredericksburg, generating a weekly payroll of over \$4.5 million. The impact of the hospital and the secondary impacts of health related businesses drawn to the City by the Hospital contribute to the City's growing presence as a regional medical center.

There are other major medical facilities located in the City as well. Health South operates a 40-bed acute rehabilitation facility in the City, and just received approval from the Commonwealth of Virginia for an additional 16 beds. Pratt Medical Center, a regional medical services provider, maintains four offices within the City. In September 2011, the Surgi-Center Medical Office Building opened on Dixon Street in the City. The Surgi-Center Medical Office Building represents an investment of \$23 million, and when fully operational in 2012 will house more than 100 skilled professionals.

The University of Mary Washington (UMW) has a wide impact on the region and beyond with a current enrollment of approximately 4,000 students. The school is a well-respected four year publically supported liberal arts institution offering over 40 bachelor's degrees as well as several different master's degree programs. The Schools of Business and Education were added in 2010, and in 2011 the University opened the William M. Anderson Center, a 52,000 square foot convocation center. UMW was ranked 26th for in-state tuition costs and 28th for "best value" when compared to out-of-state tuition costs by Kiplinger's Personal Finance Magazine in 2011. Forbes listed UMW as 55th in the list of "America's Best Values" in 2012. The University is also the City's second largest employer providing over 1,000 positions and the school's impact extends into a wide range of support businesses that provide supplies and direct services to the University and its student population.



Many businesses in the area contribute heavily to the local economy. A major element of the economy is based in heritage tourism and an estimated 1.5 million visitors explore the City annually, contributing over \$70 million in tourism related dollars to the local economy. The retail, restaurant and lodging sectors provide more than 8,000 jobs locally and the City has major shopping complexes and as well as many small businesses located strategically between I-95 and US Route 1. The historic downtown has an active and dynamic central business district filled with over 200 local small businesses, including restaurants, shops, and art galleries, some of which have thrived in the same location for decades.



The City is also the site of a very vibrant commercial development known as Central Park, just west of Interstate 95. Central Park is the home to a wide variety of restaurants, hotels, retail stores, and office buildings, and the area is a

major source of economic activity for the City. The Celebrate Virginia South development just to the north of Central Park is the home of the Fredericksburg Expo and Conference Center, and a Wegman's grocery

store, and is still in the process of being developed. The Fredericksburg Expo and Conference Center hosts a wide variety of conferences and shows, and serves as the Start/Finish area for the Marine Corps Half Marathon, which runs from this area to the downtown and back in May and continues to see considerable economic growth in the Central Park area located just west of I-95.

Education

The City of Fredericksburg maintains a strong commitment to public education. The City operates a fully accredited school system with one elementary school, one upper-elementary school, one middle school, one senior high school, and one Head Start and alternative education building. Administrative offices are located in the City. Total enrollment in the 2013-2014 school year was approximately 3,000 students. Several private schools operate facilities within the region.

The City participates in the vibrant and popular Central Rappahannock Regional Library system with several other area jurisdictions. The system's headquarters, located in Fredericksburg, has a collection of over 500,000 materials and an annual circulation of over 2.6 million materials. The Central Library was renovated in 1990.

City Vision

The City Council recently completed a visioning process for the City which establishes a framework for future relations of the Council and staff and direction for the City. The Council revisits the process annually, evaluating their progress and the progress of the staff in meeting their progress in meeting the tenets of the statement. The statement is included below.



Vision Statement

Since the City's founding in 1728, the citizens of Fredericksburg have overcome many challenges, created the character of the City, and ensured its extraordinary role in our Nation's history. During our stewardship of this great city, we resolve to build on this heritage and add our mark on the city's history. The City Council's vision for Fredericksburg at its 300th Anniversary is:

- To be a City animated by a sense of its unmatched, irreplaceable history;
- To be a City characterized by the beauty of its riverfront, the vibrancy of its downtown, and its safe and attractive neighborhoods;
- To be a City inspired by active arts, cultural, and education communities;
- To be a City Shaped by civic involvement and economic vitality;
- To be a City mindful of its duty to protect and conserve its pristine land, water, and air resources; and
- To be The City of choice for people of many income levels, cultures, and ethnicities to live, work, and play.

City of Fredericksburg Department of Parks, Recreation and Public Facilities

Overview of the Department

The Fredericksburg Department of Parks, Recreation, and Public Facilities is a hybrid municipal recreation department that provides comprehensive year-round programming for sports, fitness, special needs citizens and nature programs for all ages. The Department employs thirty-three (33) full-time and approximately 200 part-time staff and operates and maintains twenty-one (21) major outdoor spaces, parks and trails that offer and encourage various activities utilizing walking trails, playgrounds, swimming pool and the Rappahannock River. In addition, the Department and the Director oversee a wide range of public facilities for the City and are instrumental in operating and maintaining street medians, parking garages, grounds for all public buildings and project management. The Department strives to meet the needs of the City's population by providing affordable programs for City residents and non-residents alike. The Department of Parks, Recreation and Public Facilities operates City parks, trails and recreation opportunities as well as park features such as picnic tables, playground equipment, fishing opportunities and more. The adopted budget for the Department in Fiscal Year 2015 is \$4,773,578 with fees representing \$453,000 of program income.

The Department's Mission Statement

The mission of the Fredericksburg Parks, Recreation, and Public Facilities Department is to enhance the lives of our citizens by providing a diverse package of recreation and park opportunities.

A parallel mission of the department is to provide optimum service to the general public and staff through the city's Public Facilities Divisions by administering a program of routine custodial maintenance, repair and upkeep, scheduled facility improvements and renovations, and immediate responses to emergencies and disruptions to the work place or service environments.

The Director's Responsibilities

Under direction of the City Manager, and working closely with the Recreation Commission, the Director performs managerial and administrative work in developing and directing recreational programs and City parks. The Director is also responsible for directing all operational and administrative functions pertaining to the use, maintenance, construction and repair of City owned and leased buildings and facilities. The Department consists of the following divisions which the Director is responsible for. The Director is supported, administratively by two (2) account clerks and five (5) part-time office assistants/receptionists.

Parks, Recreation and Public Facilities Divisions

The Leisure Services Division is the source of program and activity facilitation and provision. Recreation, non-sports classes, special events, leisure trips, camps and special interest classes are the heart of this division. A majority of the City's indoor classes are held at the Dorothy Hart Community Center. However, programs are also held at twenty-two (22) additional locations throughout the City including Motts Run Reservoir, area schools, local parks, private facilities. The Department is also responsible for special events held around the City which are designed to provide fun for the whole family, including family pets. These annual events include but are not limited to a nationally recognized Soapbox Derby, the annual Christmas Parade, First Night, the Farmers Market, Picnic in the Park, Paws and Whiskers Bazaar, Fredericksburg Art Festival, Fredericksburg Photography Show, Urban Trail Ride and a number of other activities. Nature

programs which fall under the Leisure Services Division provide educational camps and programs for all ages. The majority of the programs are held at one of three City-owned outdoors spaces. There is an opportunity to explore 860 acres of natural area at Motts Run Reservoir, the wetlands at Dixon Park and a thirty-five (35) acre woodland with Hazel Run flowing through it. Additionally, these experiences are brought inside through a series of hands-on nature education programs for public, private and home school groups. Students participating in these programs will be immersed in the natural world with an array of hands-on activities designed to meet Virginia Standards of Learning testing standards. The Division is staffed by a Division Manager and two full-time, one hundred part-time and over two hundred volunteers.

The Athletics Division provides diverse sports and fitness programs for city residents. The Division internally administers youth and adult sports programs, youth summer camps and an array of fitness programs to include Tai-Chi, Yoga, Tabata Crosstrain, and Starfires Dance and Cheer camps. The Superintendent and Supervisor oversee a staff of part time personnel as well as coaches that volunteer their time to support local youth. The Athletics Division is staffed by a Division Manager and supported by two full-time staff and over three hundred volunteers.

The Park Maintenance Division provides all logistical and operational support required for park operations, maintenance and events/programs. This includes City-owned properties such as Dixon Park Pool, athletic fields, beautification sites, and City parks such as Alum Spring Park, Old Mill, and the Fredericksburg Dog Park. By maintaining, landscaping and gardening over 1,200 acres of green spaces in Fredericksburg, tourists and residents enjoy all of the outdoor space that the City has to offer. Additionally, Park Maintenance maintains over eighteen (18) miles of City trails such as the Canal Path for people to run, hike, or take a leisurely stroll. The Division is staffed by a Division Manager, four full-time Field Supervisors and four additional full-time and twenty part-time staff dedicated to maintenance of grounds and parks facilities, as well as the support of local events.

The Public Facilities Division is responsible for the operational and logistical support of building management and facility maintenance of over forty-two (42) City-owned and operated buildings and facilities. The Public Facilities Division is also responsible for operation of the City's Sophia Street Parking Garage, which provides 297 parking spaces in the historic downtown area. The Division is supported by a full-time Division Manager who manages twenty-seven professional contracts and eleven full-time and nine part-time employees.

Future Challenges

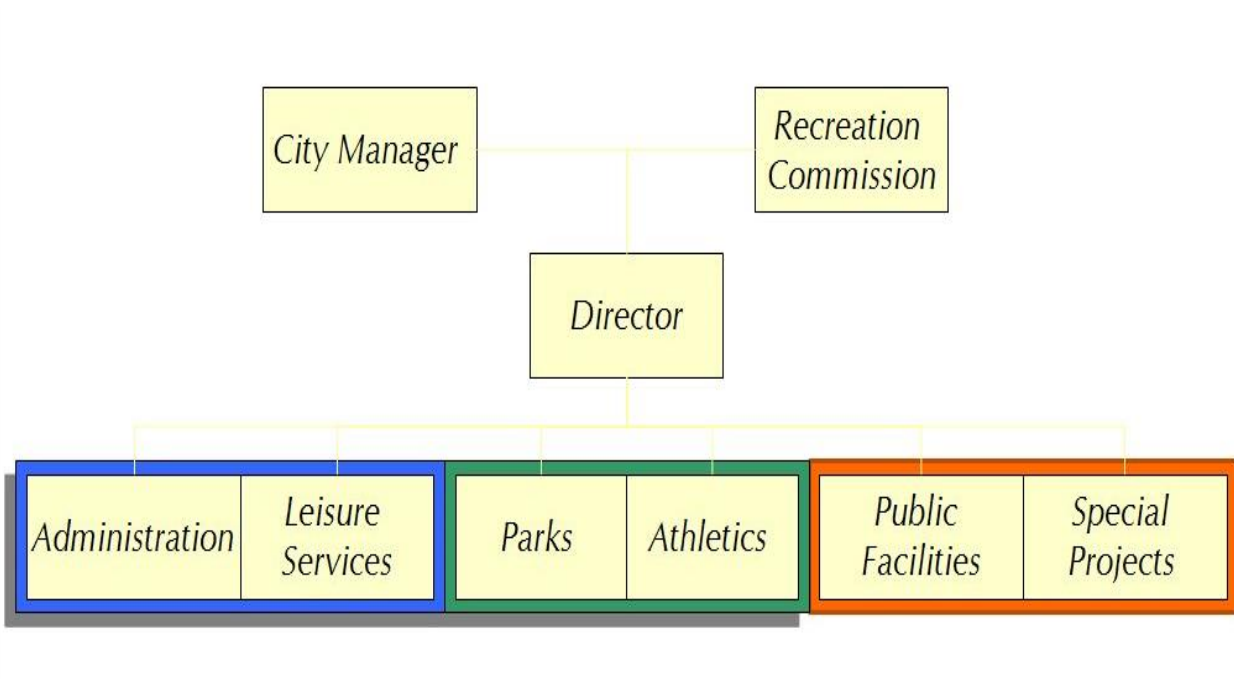
The City's new Parks, Recreation, and Public Facilities Director will have many exciting challenges and projects in guiding the Department into the future. The City has added several new recreation facilities over the past ten years, most notably Dixon Park, Dixon Park Pool, the Rappahannock Heritage Trail, and the Virginia Central Railway Trail. Examples of exciting upcoming projects and challenges include:

- 1) Developing the City's Riverfront Park – 3 acres park in downtown currently being used as a mix of parking and green park space. The next two years will see design consultants work on construction documents based on the Concept Plan that has been presented to City Council and is scheduled to be approved at the Council's January, 2015, meeting.
- 2) Appropriate use of the Guth property – Jenny-Lynn Franklin Guth donated approximately twenty-eight (28) acres of undeveloped wooded land adjacent to other City property between Fall Hill Avenue and the Rappahannock River. Ms. Guth stipulated that the property be used for parks, land conservation, or historic and scenic purposes.
- 3) Leading the discussion about a new Recreation / Community Center – the new Director will need to lead a City-wide discussion concerning the feasibility of a new Recreation / Community Center facility in the community, which, if built, would replace or supplement the Dorothy Hart Community Center.

- 4) Participating in a discussion as a Facilities leader about the re-use of the City's Historic Circuit Courthouse. The City has recently constructed and opened a new Courthouse at the intersection of Princess Anne Street and Charlotte Streets, and the City's Circuit and General District Courts are now using this facility. The Historic Circuit Court building, a landmark building on Princess Anne Street that pre-dates the Civil War, is now vacant and the community has yet to decide the future use for the facility other than to make its preservation a priority.

To learn more go to www.fredericksburgva.gov.

**City of Fredericksburg
Department of Parks, Recreation and Public Facilities
Organizational Chart**



To learn more about the City of Fredericksburg Department of Parks, Recreation and Public Facilities, please visit their website at <http://www.fredericksburgva.gov/index.aspx?NID=363>

City of Fredericksburg, Virginia Director of Parks, Recreation and Public Facilities

Education and Experience

The position requires Master's degree in leisure service management, recreation or a related field from an accredited college or university and six to nine years of progressively responsible experience managing recreational programs, facilities and parks in a comparably sized organization along with one to two years of concentrated experience in construction and/or facilities management; or any equivalent combination of training and experience which provides the required knowledge, skills and abilities to successfully to manage a complex and highly visible department. Qualified candidates will be dynamic leaders who demonstrate a passion for development and maintenance of high quality parks and recreation and facilities maintenance programs and who convey a clear vision and direction that builds on the quality of Department staff, volunteers and existing facilities. The successful candidates must have experience managing a comparably sized organization, working within established budget parameters and developing alternative revenue sources and a background in community center programming and parks and recreational space management. Experience in electronic social networking and marketing is a plus. Must have strong writing, verbal and presentation skills and be comfortable working in a high profile public position.

Desired Style and Abilities

- **Open communications style** – engages in open and honest dialogue with the City Manager, elected officials, staff other City departments, the community and department staff by listening to concerns while clearly articulating departmental objectives
- **Collaborative management style** – understands that internal sources and many outside organizations, including other City departments, the Fredericksburg school system, and other non and not-for profit organizations can assist the department in achieving its vision
- **Visionary** – articulates a clear and compelling department mission, motivates the department staff to move forward and reach toward the vision
- **Innovator** – imaginative manager of the department in times of financial difficulty who is comfortable with creative uses of social media and public relations to promote departmental programs
- **Professional demeanor** – a credible department leader who expects and appreciates the hard work of department staff, sets an example for them, and maintains an effective work environment
- **Team player** – Understands the City's limitations and creates a positive work environment that supports department morale; is highly visible among the department staff and ensures department staff has access to professional development, training opportunities, equipment and technology
- **Technical superiority** – understands and excels at all aspects of parks, recreations, and cultural services operations, with extensive first-hand experience in programming and management
- **Department champion** – is a strong advocate for the resources and assets of the department and effectively communicates to the department and the City how effective stewardship is an investment in the community at large
- **Proven fiscal manager** – allocates resources in a limited revenue environment and uses established priorities to determine necessary expenditure reductions; adept in identifying and leveraging alternative revenue sources

Leadership Opportunities

- **Maintains facilities at a high level.** Recognizes the value of preventative maintenance for public facilities and the need to maintain all departmental assets at a high level of quality due to the visibility of managed resources.
- **Builds community awareness.** Uses a wide range of media and effective marketing and public relations practices to promote the City's park assets and recreational and cultural opportunities
- **Maximizes funding sources.** Identifies and obtains grants and new funding sources and leverages community resources to improve and expand access and quality of Fredericksburg's park and community service opportunities.
- **Develops new partnerships.** Cultivates collaborative relationships to meet the parks, recreational and facility needs of City of Fredericksburg residents and increases utilization of community programs and park amenities.
- **Prudent fiscal management.** Effectively manages department resources by establishing department priorities and improving the efficiencies of department operations and programs

Compensation and Benefits

The salary for the position is negotiable within a range of \$78,957 to \$113,828, based on qualifications and experience. Benefits include but are not limited to participation in the Virginia Retirement System, vacation and sick leave, group life insurance, medical and dental insurance, professional dues and conference expenses.

Application and Selection Process

The application deadline is March 13, 2015. To be considered please submit a résumé, with five (5) professional references and salary history to:

John A. Anzivino
Springsted Incorporated
1564 East Parham Road
Richmond, VA 23228
Fax: (804) 726-9752
E-Mail: richmond@springsted.com

Following the filing date, résumés will be screened by Springsted Incorporated based on the criteria established by City of Fredericksburg. The City will review recommended candidates who most closely meet the established criteria and finalists should be interviewed in City of Fredericksburg during the month of April 2015.

*The City of Fredericksburg is
an Equal Opportunity Employer.*